

CALIFORNIA EXPOSITION & STATE FAIR

Minutes of the Cultural Advisory Council Meeting

Held Pursuant to Due Notice
Monday, February 25, 2008

**California Exposition & State Fair
Administration Building Board Room
1600 Exposition Blvd.
Sacramento, California**

Council Members Present

Matthew Franklin, Chair – arrived at 4:45pm
Maxine Milner Krugman, Vice Chair
Jerry Chong – arrived at 4:45pm
Lynda Dotson
Herbert Earl Jr.
Walter Edwards
Mona Foster
Rosemary Jones – left at 5:30pm
Indi Kallirai
Rory Kaufman
Stephanie Nguyen
Sunday Ogbodo – arrived at 4:45pm
David Rasul
Natalie Raz
Jose Reynoso
Rachel Rios
Amy Tong
Shaunda Davis – Alternate
Reggie Sears - Alternate

Council Members Absent (Excused)

Naomi Fualau

Council Members Absent (Unexcused)

Derrell Roberts

Staff Present

Norbert J. Bartosik, General Manager/CEO (GM)
Brian May, Deputy General Manager (DGM)
Erica Manuel, AGM, Marketing & PR (AGM)
Patti Garamendi, AGM, Programs (AGM)
Tina Novoa, Event Coordinator (EC)
Paul Gillingham, Entertainment Coordinator (ENT)
Robert Craft, Police Chief (CHF)
Greg Kinder, Exhibits Supervisor (ES)
Carol Buchanan, California Fine Arts Coordinator (FAC)

Board Members Present

Amparo Perez-Cook, Chair, State Fair Agriculture & Marketing Committee – left at 5:30pm
Kathy Nakase, Board Member – left at 5:30pm

1. CALL TO ORDER

Vice Chair M. Krugman called the meeting to order at 4:40pm. Explained Chair M. Franklin was running late and would officiate the meeting upon his arrival.

2. ROLL CALL AND COUNCIL MEMBERS ABSENT

Introductions of Council Members and staff were made.

Staff reported that on February 22, the Cal Expo Board of Directors approved reappointment of the previous council members and a two year term for the new incoming and alternate Council members.

3. INTRODUCTION OF GUESTS

Vijay Kumar, Representing Indian American Community
Buta Singh, Representing Indian American Community
Steve Ogbodo, Relative of Sunday Ogbodo

4. APPROVAL OF MINUTES

Chair Franklin arrived and took over the role of officiating the meeting.

Motion: to approve the Minutes of the October 25, 2007 Meeting
(Made by Committee Members W. Edwards, seconded by R. Kaufman.)

Voice Vote: all in favor, motion carried.

5. CONSENT CALENDAR

None

6. CORRESPONDENCE

a. CAC Member Resignation & Reappointment Letters

Council Members received resignation letters in their packets from Wayne Hoang, Mohammad Armiti and Donald Donato.

7. UNFINISHED BUSINESS

a. Council Elections

- i. Description of Process: GM Bartosik explained the nomination and voting procedures for Chair and Vice Chair. The process would be conducted in the same manner as the California State Fair Board of Directors.
- ii. Nominations & iii. Elections

Nominations for the Chair position:

Motion: to nominate M. Franklin. (Made by D. Rasul, seconded by R. Kaufman)

Motion: to close nominations. (Made by M. Franklin, seconded by M. Foster)

Voice Vote: all in favor, motion carried.

The 2008 CAC Chair is Matthew Franklin.

Nominations for the Vice Chair position:

Motion: to nominate M. Krugman. (Made by W. Edwards, seconded by M. Foster)

Motion: to nominate R. Kaufman. (Made by R. Jones, Declined by R. Kaufman)

Motion: to close nominations. (Made by M. Franklin, seconded by M. Foster)

Voice Vote: all in favor, motion carried.

The 2008 CAC Vice-Chair is Maxine Krugman.

b. **Headline Entertainment Update**

GM Bartosik provided an entertainment update. He reported that the budget for big name entertainment was \$500,000 for the entire concert series, with an average of \$50,000 each night. Country Star Garry Allan has been confirmed.

c. **Olympic Exhibit Update**

Council Member A. Tong reported that there is a lot of community interest in watching the Olympics Opening Ceremonies on 8/8/08 (Friday), and that she is looking for a location to host an Opening Ceremonies Viewing Party for the community. GM Bartosik was concerned that the date conflicted with the annual State Fair Gala but that he was open to exploring the idea further. Council Member R. Rios asked if the Council could help support that event and offered her services. Council Member A. Tong agreed to work with staff to gauge the viability of the event.

8. NEW BUSINESS

a. CAC Goals 2008

Chair M. Franklin reminded members about last year's discussion regarding CAC Member Responsibilities & Goals. As new members are activated, he indicated the need to discuss excused and unexcused absences as well as participation rates. Chair M. Franklin requested permission to move forward with enforcing the attendance requirements as stated in the by-laws. All Council Members agreed that would be appropriate.

Chair M. Franklin also stated that the purpose of last year's Council participation spreadsheet was to provide opportunities for Council Members to participate in the planning process beyond just attending CAC meetings. Franklin and the council members agreed that staff should continue to track Council participation in various activities year-round.

b. Update of Cultural Advisory Council By-Laws

AGM E. Manuel notified the Council members that there are portions of the current CAC by-laws that need updating to reflect the specific mission, vision and values of the group.

After further group discussion the members agreed that the update was necessary and that it should be an ongoing process for the members and staff over the course of this year.

Staff agreed to email the current by-laws to the CAC members in advance of the next meeting.

The item was deferred for further discussion at subsequent meeting.

c. New Community Outreach Committee

AGM E. Manuel explained that after interviewing dozens of eager volunteers willing to serve on the Council, Board Members A. Cook and K. Nakase recommended that a separate Community Outreach Committee be developed to leverage that excitement and build awareness for the Fair.

The role of the Committee would be to assist with disseminating information to their communities, specifically as it relates to marketing, promotions and youth outreach, which were the primary areas of interest for the candidate interviewed.

Council Member R. Rios asked how the committee would differ from the Council.

AGM Manuel replied that the CAC was intended to provide a high level of strategic counsel to the Cal Expo board on all matters related to the Cultural diversity and multiculturalism year round. The volunteer committee's role would be limited to disseminating information and promoting the Fair.

d. Approval of CAC 2008 Meeting Schedule

Motion: to approve the meeting schedule. (Made by I. Kallirai, seconded by R. Kaufman)

Voice Vote: all in favor, motion carried.

e. 2008 State Fair Planning Update

AGM E. Manuel distributed the approved State Fair Project List and the reminded members that the theme for the 2008 State Fair is Hollywood.

Additional updates included:

- Celebrity a Day/autograph signings with local celebrities (authors, former Olympians, etc.) AGM E. Manuel is working with Hispanic media regarding Novela stars.
- Council members requested that the "My Heroes Have Always Been Cowboys" exhibit be inclusive enough to incorporate African American cowboys, Hawaiian cowboys and the Vaqueros.
- The nightly parade will be expanded to provide greater emphasis on local city and school participation.
- Entertainment applications have been posted online and the deadline is March 15. Notification letters to 2007 entertainers were sent out. Some Council members were concerned that the deadline did not provide enough time for all groups to apply. EC. P. Gillingham explained that he would still accept applications after the deadline. Council Member N. Raz notified the group that she has a Slavic Church Choir that may be included in the Gospel Celebration.
- AGM Garamendi distributed a draft of the State Fair Calendar of Events.
- ES G. Kinder reported that the California Kitchen and the Creative Arts Program were seeking cultural chefs and arts & crafts volunteers and that any interested parties should notify him. He also is looking for youth to hire in the Kids Park.
- AGM E. Manuel explained the Corporate Sales Program. Staff agreed to share all info with the CAC for possible participation in their offices. Vice

Chair M. Krugman asked if this program would be able to come to senior centers. AGM E. Manuel commented that staff would work with Krugman and the centers to establish a program.

f. Cal Expo Update

GM N. Bartosik explained that Cal Expo has a very limited budget in 2008 and that cuts were being made in all departments.

9. ADDITIONAL STAFF & MEMBER UPDATES

GM N. Bartosik invited the new and alternate Council Members to make brief introductions.

10. MATTERS OF INFORMATION

a. "Friends of the Fair: College Scholarships Now Available

The press release was distributed to members and they were reminded that the deadline is March 21. Staff also reported that in 2007, the Friends of the Fair signed up 40 new members to the organization.

b. Cal Expo Job Opportunities

Lists of updated job opportunities were inserted in the Council Members' folders.

c. Public Comments

None

d. Member Comments

Council Member M. Foster invited Council and Staff to an upcoming Town Hall Meeting addressing "Juveniles in our Criminal Justice System" and distributed flyers.

Council Member R. Kaufman invited the Council and Staff to an upcoming Lecture "A Tribute "Where Black Is Brown" hosted by Assemblyman Mike Davis and distributed flyers.

Council Member R. Rios asked if Operation Postcard would be returning. GM N. Bartosik confirmed that it would. Rios also asked about the Boxing Program, which may not be returning due to budget constraints.

Council members commented about the high price of Fair Food.

Council member R. Kaufman notified attendees about the Allensworth Community Exhibit at the Capitol. He also indicated an interest in discussing the CAC's role in hosting a Youth Summit. Council Member R. Rios asked to be included in any discussions about the program.

Staff agreed to send any additional information regarding Step Up and youth outreach to the CAC members when finalized.

e. Staff Comments

Poppy Pals Club will soon begin participating at community events and asking for volunteers. Contact EC T. Novoa if you are interested in more info or volunteering at an event.

The next CAC meeting is scheduled for March 20th.

f. Other Comments, if any

11. ADJOURNMENT

The meeting was adjourned at 6:17 pm.